

# CONTRACT



**WITI**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414)355-6666**

<b>Contract / Revision</b> 580582 /		<b>Alt Order #</b> 09834817
<b>Product</b> Crossroads GPS		
<b>Contract Dates</b> 10/16/12 - 10/22/12		<b>Estimate #</b> 1078
<b>Advertiser</b> Crossroads GPS		<b>Original Date / Revision</b> 10/02/12 / 10/02/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WITI	<b>Account Executive</b> Trevor Heaton	<b>Sales Office</b> Washington DC
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
		<b>Total Ratings</b> 181.20
<b>IDB#</b> 8433	<b>Advertiser Code</b> 12	<b>Product Code</b> 11
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

**Crossroads Media, LLC.**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	6	10/21/12	10/21/12	Su 530-6p News	530-6p		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S				1	\$850.00	20.30			
N 2	6	10/16/12	10/16/12	M-F 3p-330p	3p-330p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$200.00	1.40			
N 3	6	10/17/12	10/17/12	M-F 3p-330p	3p-330p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				1	\$200.00	1.40			
N 4	6	10/18/12	10/18/12	M-F 3p-330p	3p-330p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---				1	\$200.00	1.40			
N 5	6	10/19/12	10/19/12	M-F 3p-330p	3p-330p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--				1	\$200.00	1.40			
N 6	6	10/22/12	10/22/12	M-F 3p-330p	3p-330p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$200.00	1.40			
N 7	6	10/16/12	10/16/12	M-F 11a-1130a FOX 6	11a-1130a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$400.00	2.50			
N 8	6	10/17/12	10/17/12	M-F 11a-1130a FOX 6	11a-1130a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				1	\$400.00	2.50			
N 9	6	10/18/12	10/18/12	M-F 11a-1130a FOX 6	11a-1130a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---				1	\$400.00	2.50			
N 10	6	10/19/12	10/19/12	M-F 11a-1130a FOX 6	11a-1130a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--				1	\$400.00	2.50			
N 11	6	10/22/12	10/22/12	M-F 11a-1130a FOX 6	11a-1130a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$400.00	2.50			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision	Alt Order #
580582 /	09834817

Contract Dates	Product	Estimate #
10/16/12 - 10/22/12	Crossroads GPS	1078

Advertiser	Original Date / Revision
Crossroads GPS	10/02/12 / 10/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
N 12	6	10/16/12	10/16/12	M-F 11a-1130a FOX 6	11a-1130a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$400.00	2.50			
N 13	6	10/17/12	10/17/12	M-F 11a-1130a FOX 6	11a-1130a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				1	\$400.00	2.50			
N 14	6	10/18/12	10/18/12	M-F 11a-1130a FOX 6	11a-1130a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---				1	\$400.00	2.50			
N 15	6	10/19/12	10/19/12	M-F 11a-1130a FOX 6	11a-1130a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--				1	\$400.00	2.50			
N 16	6	10/22/12	10/22/12	M-F 11a-1130a FOX 6	11a-1130a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$400.00	2.50			
N 17	6	10/16/12	10/16/12	M-F 1130a-12p FOX 6	1130a-12p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$450.00	2.70			
N 18	6	10/17/12	10/17/12	M-F 1130a-12p FOX 6	1130a-12p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				1	\$450.00	2.70			
N 19	6	10/18/12	10/18/12	M-F 1130a-12p FOX 6	1130a-12p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---				1	\$450.00	2.70			
N 20	6	10/19/12	10/19/12	M-F 1130a-12p FOX 6	1130a-12p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--				1	\$450.00	2.70			
N 21	6	10/22/12	10/22/12	M-F 1130a-12p FOX 6	1130a-12p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$450.00	2.70			
N 22	6	10/20/12	10/20/12	Sa 7a-8a	7a-8a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$400.00	2.40			
N 23	6	10/16/12	10/16/12	M-F 1130a-12p FOX 6	1130a-12p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$450.00	2.70			
N 24	6	10/17/12	10/17/12	M-F 1130a-12p FOX 6	1130a-12p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				1	\$450.00	2.70			
N 25	6	10/18/12	10/18/12	M-F 1130a-12p FOX 6	1130a-12p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---				1	\$450.00	2.70			
N 26	6	10/19/12	10/19/12	M-F 1130a-12p FOX 6	1130a-12p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--				1	\$450.00	2.70			
N 27	6	10/22/12	10/22/12	M-F 1130a-12p FOX 6	1130a-12p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$450.00	2.70			
N 28	6	10/16/12	10/16/12	M-F 9a-10a	9a-10a		:30				NM	1	\$600.00

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<u>Contract Dates</u> 10/16/12 - 10/22/12	<u>Product</u> Crossroads GPS	<u>Estimate #</u> 1078
<u>Advertiser</u> Crossroads GPS		<u>Original Date / Revision</u> 10/02/12 / 10/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Totals Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/15/12	10/21/12	-T-----				1	\$600.00	2.50				
N 29	6	10/17/12	10/17/12	M-F 9a-10a	9a-10a		:30				NM	1	\$600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----				1	\$600.00	2.50				
N 30	6	10/18/12	10/18/12	M-F 9a-10a	9a-10a		:30				NM	1	\$600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/15/12	10/21/12	---T---				1	\$600.00	2.50				
N 31	6	10/19/12	10/19/12	M-F 9a-10a	9a-10a		:30				NM	1	\$600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--				1	\$600.00	2.50				
N 32	6	10/22/12	10/22/12	M-F 9a-10a	9a-10a		:30				NM	1	\$600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----				1	\$600.00	2.50				
N 33	6	10/16/12	10/16/12	M-F 9-930p	9p-930p		:30				NM	1	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/15/12	10/21/12	-T-----				1	\$2,000.00	5.80				
N 34	6	10/17/12	10/17/12	M-F 9-930p	9p-930p		:30				NM	1	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----				1	\$2,000.00	5.80				
N 35	6	10/18/12	10/18/12	M-F 9-930p	9p-930p		:30				NM	1	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/15/12	10/21/12	---T---				1	\$2,000.00	5.80				
N 36	6	10/19/12	10/19/12	M-F 9-930p	9p-930p		:30				NM	1	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--				1	\$2,000.00	5.80				
N 37	6	10/22/12	10/22/12	M-F 9-930p	9p-930p		:30				NM	1	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----				1	\$2,000.00	5.80				
N 38	6	10/16/12	10/16/12	M-F 6p-630p	6p-630p		:30				NM	1	\$1,150.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/15/12	10/21/12	-T-----				1	\$1,150.00	2.60				
N 39	6	10/17/12	10/17/12	M-F 6p-630p	6p-630p		:30				NM	1	\$1,150.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----				1	\$1,150.00	2.60				
N 40	6	10/18/12	10/18/12	M-F 6p-630p	6p-630p		:30				NM	1	\$1,150.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/15/12	10/21/12	---T---				1	\$1,150.00	2.60				
N 41	6	10/19/12	10/19/12	M-F 6p-630p	6p-630p		:30				NM	1	\$1,150.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--				1	\$1,150.00	2.60				
N 42	6	10/22/12	10/22/12	M-F 6p-630p	6p-630p		:30				NM	1	\$1,150.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----				1	\$1,150.00	2.60				
N 43	6	10/21/12	10/21/12	GB Packers Football	various		:30				NM	1	\$31,650.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S				1	\$31,650.00	45.00				
Totals										181.20			43	\$61,150.00

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
-------	----	------------	----------	-------------	----------------	------	--------	----------------	------	-----	------	-------	--------

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	43	\$61,150.00	\$51,977.50
<b>Totals</b>	<b>43</b>	<b>\$61,150.00</b>	<b>\$51,977.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Stephanie Maroney  
do hereby request station time concerning the following issue:

<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">Crossroads GPS (Grassroots Policy Strategies)</div>
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

<b>Total Charges:</b>
-----------------------

This broadcast time will be used by: Crossroads GPS

<p><b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b></p>	
<input type="checkbox"/> <b>Yes</b>	<input checked="" type="checkbox"/> <b>No</b>

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Crossroads GPS, 1404 New York Ave. NW, Washington DC 20005  
Margee Clancey-Treasurer Steven Law- Board Chairman (703)989-6167

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least 24 before the time of the scheduled broadcasts.

10/12/12

Signature

**SIGNED BY ISSUE ADVERTISER**

703-299-1760

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature

Printed Name

Title

32937 1



**CROSSROADS MEDIA, LLC**  
**MEDIA ACCOUNT**  
 66 CANAL CENTER PLAZA  
 SUITE 500  
 ALEXANDRIA, VA 22314

VIRGINIA COMMERCE BANK ALEXANDRIA, VA

68-525/560

10/12/2012

PAY TO THE  
 ORDER OF

WITI-TV

\$ \*\*51,977.50

Fifty-One Thousand Nine Hundred Seventy-Seven and 50/100\*\*\*\*\*

DOLLARS

WITI-TV  
 9001 North Green Bay Road  
 Milwaukee, WI 53209

MEMO

CrossGPS WI Sen 10/16-10/22/12

TWO SIGNATURES REQUIRED OVER \$10,000.00

032937 056005253 2006 3288

CROSSROADS MEDIA, LLC  
 MEDIA ACCOUNT

WITI-TV

CrossGPS WI Sen 10/16-10/22/12

10/12/2012

32937

51,977.50

Media Account

CrossGPS WI Sen 10/16-10/22/12

51,977.50

Order #  
 580582

Details on back  
 Security Features Included